Thought Industries Scores Two Huge Wins With Sales Rep Scorecards

Thought Industries is a rapidly growing software company that sells solutions for onboarding and training customers. They have a high-energy inside sales team of 10 sales reps. The team is led by Eric Haugh, Director of Sales and Business Development.

Eric had two major problems he needed to solve:

1. Get better visibility into the performance each of his sales reps in order to ramp them more quickly, and maintain strong performance.

2. Spend less of his time pulling together reports and spreadsheets, and more time coaching reps and closing deals.

Report Overload, Wasted Time and Bad Visibility

Eric's prior approach was to use a combination of Salesforce reports and spreadsheets. There are 11 **different KPIs** that Eric tracks for each of his reps. These include things like the number of accounts they've put into cadence, the number of different contacts they're touching, activity volume, pipeline generation, close rate, and ASP.

The major struggle Eric had was that it would take him a crazy amount of time to pull together all of these KPIs for each of his reps, since each KPI had to be calculated individually with a different Salesforce report, and then pulled into a spreadsheet to track it by rep. **This task took Eric at least 2 hours every week.** Those are hours Eric was not selling or coaching his team.

Additionally, in a spreadsheet, **it's really difficult to get a great 360 degree view of every rep, over any time period,** and to also compare reps to each other. Eric's reports were not giving him the visibility he wanted into trends and performance against goals and against peers for each of his reps. Plus, when he was pulling the data manually, Eric could only afford to spend the time to pull these numbers once per week.

"Sales Rep Scorecards gives me all the visibility I need to really effectively coach my reps and monitor their performance. It's improved my rep performance management dramatically, and also saved me a significant amount of time per week."

- Eric Haugh

Sales Rep Scorecards - A Huge Win, Fast

Eric implemented Rekener's Sales Rep Scorecard app and **solved his two problems rapidly.** He now has the ability to compare any reps over any period of time to make sure they are ramping up toward goals on track. And he can run extremely effective 1-on-1s by drilling into a rep's performance history to track them against peers and goals..

Getting started was easy. He connected Salesforce to Rekener and within minutes had his data synced and dozens of KPIs automatically generated for each of his reps.

Within a free two-week trial period, Eric was able to tune Sales Rep Scorecards to **display all of his 11 critical KPIs** by rep, plus even more that he wasn't able to do previously. Eric also used Rekener's Google Sheets integration to pull in custom targets for each rep for metrics ranging from calls to opp generation to bookings.

Additionally, **Eric spends 0 minutes per week running reports and building spreadsheets.** Sales Rep Scorecards do that for him automatically, so Eric's been able to spend those 2 hours coaching his reps and working deals. And Eric has the data at his fingertips at all times, so he sees how reps are doing against their targets every day, instead of just once per week.
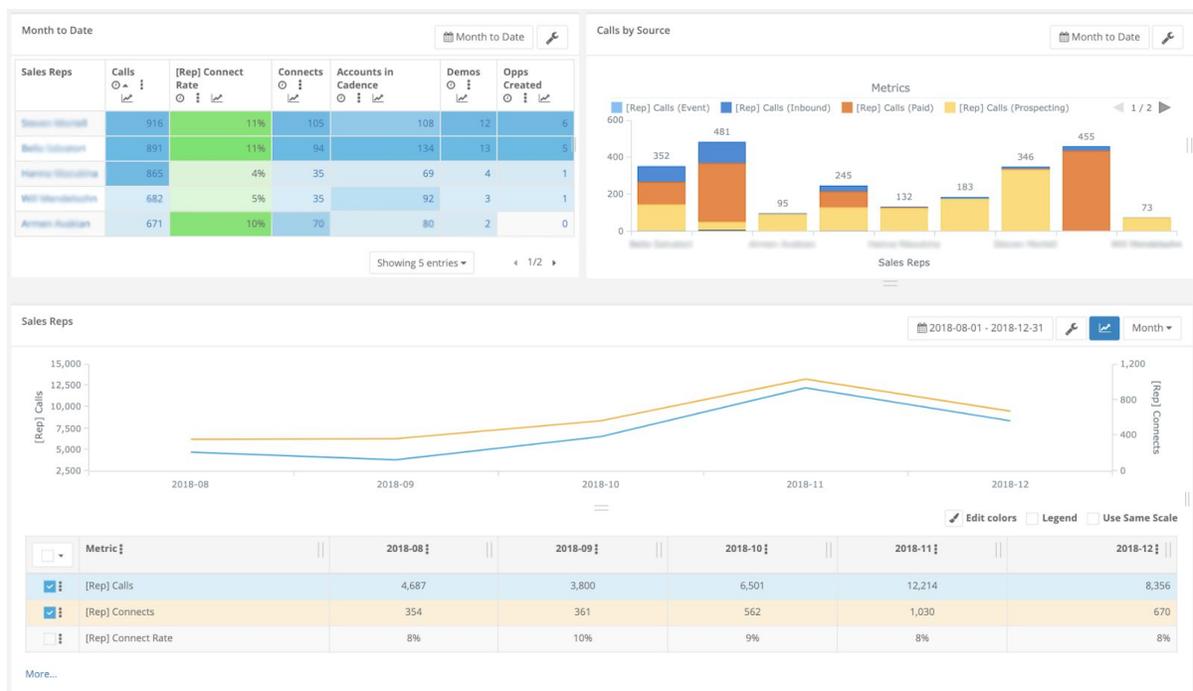
We Crunch the Data so You Can Crush Your Quota

Sales Rep Scorecards is the **top solution for sales leaders who want to improve the performance of their team by tracking performance.** Sales Rep Scorecards also save sales and operations leaders hours per week by automating reporting and KPI generation. Sales Rep Scorecards can be set up in minutes and do not require IT to implement or manage. **Get started with a free trial today!**